CANADEXPORT

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Canadian companies successful at Asia's major ICT event

Singapore > **CommunicAsia** and **BroadcastAsia** are Asia's largest communications, broadcasting and information and communications technologies (ICT) trade events. The two combined exhibitions that took place this year in Singapore drew more than 2,200 exhibiting companies from 55 countries, and had 21 national pavilions that attracted over 60,000 visitors.

The Canadian presence was strong at this year's shows, with a record 120 Canadian business and government delegates. A good number of Canadian companies with innovative and cutting-edge technologies were successful in attracting the media's attention.

A total of 38 Canadian firms exhibited, including 17 in the Canadian pavilion. A client satisfaction survey of 20 of the exhibiting companies indicates that, as a result of their participation at CommunicAsia and BroadcastAsia, 13 of them secured a total of more than $1 million in on-site sales and $28.6 million in projected sales over the next 12 months.

"Our participation at CommunicAsia 2005 resulted in business for us in several Southeast Asian countries," says TelcoBridges President and CEO Gaëtan Campeau. "The growth

of our market share in Asia is a direct result of our continued participation at this important annual trade event"

see page 3 - ICT event report

Export lessons from Carmanah Technologies

London, U.K. > Carmanah's recent $1.5 million sale of solar-powered bus stop lighting for the City of London was the result of a single phone call . . . and four years of hard work. How a Canadian marine lighting manufacturer won the contract says a lot about what it takes to succeed in export markets.

Carmanah Technologies, based in Victoria, BC, has a 10-year history of pursuing international sales. In 1996, the company started making solar-powered LED (light emitting diode) lights for marine navigation. The first marine lights came to market in 1998 and quickly became an international success. Today, Carmanah has installations in 110 countries, and offices in Canada, the United States and the United Kingdom. It has also diversified, becoming a leader in renewable and energy-efficient technology, with LED-illuminated signage that now serves the aviation, roadway and transit industries, as well as marine.

Back in 2001, however, when London phoned Carmanah about a fledgling solar bus stop scheme, the company was still only a marine lighting manufacturer. Someone in London had seen

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Canada

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Canadian Australian Chamber of Commerce launched in Sydney

Sydney, Australia > The Canadian Australian Chamber of Commerce (CACC) was launched on October 20 in Sydney, at a luncheon hosted by Australia's Macquarie Bank. The CACC is a not-for-profit organization whose sole focus is to increase the level of trade and investment between Australia and Canada.

Attendees at the launch of the Canadian Australian Chamber of Commerce in Sydney.

With the complete endorsement of the Canadian and Australian governments, the organization is also supported by corporate and non-profit partners. It is a great starting point for both Canadian and Australian businesses looking to export or expand their operations to the other country; by leveraging their various networks, the CACC can help make connections between individuals, associations and businesses in both nations.

Speakers at the launch included Canadian Consul General in Sydney Rick Kohler and Jeannie Foster, Air Canada's General Manager for Australia and New Zealand. Jack Cowin, Chairman and Founder of Competitive Foods Australia, delivered the keynote address. Canadian High Commissioner to Australia Michael Leir and Canadian High Commissioner to New Zealand Penny Reedie were also at the event.

For more information, go to www.canauscham.org.au.

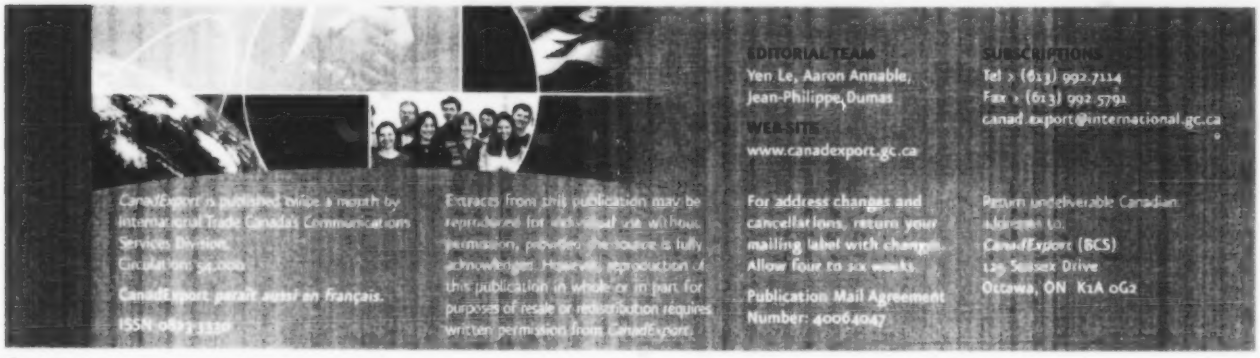
Mining industry forum comes to Toronto

Toronto > Innovation. Interaction. Excitement. These three words describe what to expect at the 2006 **World Mines Ministries Forum (WMMF)**. From March 2 to 5, 2006, the 4th WMMF will bring together governments and senior mining executives in Toronto to discuss key issues in the mining industry. With over 45 participating countries, this unique, interactive forum for communicating and advancing mineral development policies and issues for governments around the world is not to be missed.

The WMMF is strategically linked with the **Prospectors and Developers Association of Canada's (PDAC's) Annual Convention**, held in the same location from March 5 to 8. In 2005, the PDAC Convention attracted 12,000 attendees from 99 different countries, including many government delegations. It features a trade show that boasts over 280 companies from around the globe promoting technologies, products, services and mining jurisdictions; an Investors Exchange in which more than 450 resource companies exhibit; and a high-quality technical program.

A joint WMMF/PDAC session will conclude the forum, summarizing the WMMF discussions. To ensure a productive and interactive event, registration for the WMMF is limited. Interest in both the WMMF and the PDAC is very high and interested delegates are encouraged to register early.

For more information, go to www.wmmf.org.
PDAC Web site: www.pdac.ca.



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Top Asian trade show attracts global players in ICT sector

Singapore, June 20-23, 2006 > The **CommunicAsia** exhibition and conference consistently draw praise and favourable comments from exhibitors, visitors, conference speakers and delegates alike. Held annually in Singapore, CommunicAsia is the region's largest technology trade show for communications and IT services and technology suppliers. The 2005 show ended on a vibrant and positive note, attracting more than 60,000 professionals as well as top executives and decision makers from the communications and IT sectors. Over 48 percent were from Asian countries other than Singapore.

CommunicAsia 2006 will be held in June at the Singapore Expo, and a large Canadian presence is once again being planned. Trade support will be provided by the Canadian High Commission in Singapore, International Trade Canada and Industry Canada. The exhibition and conference continue to provide tremendous networking and international commerce opportunities for Canadian exporters seeking to establish, or expand existing trade links in Asia.

Canadians have regularly used the conference as an ideal platform to present new technologies and concepts. A call for papers has also been issued and details are available at www.communicasia.com/guidelines.htm. Conference slots are highly sought after though, so it is recommended that abstracts be submitted early.

For more information on the Canada pavilion and the value-added services being offered, contact: Esther Ho, Canadian High Commission in Singapore, tel.: (011-65) 6325-3275, e-mail: esther.ho@international.gc.ca, or Anderson Blanc, International Trade Canada, tel.: (613) 992-0959, e-mail: anderson.blanc@international.gc.ca. Web sites: www.communicasia.com, www.unilinkfairs.com/cp/communicasia06 (Canadian Representative - UNILINK).

Singapore's BroadcastAsia expected to sell out

Singapore, June 20-23, 2006 > As the 10th edition of **BroadcastAsia** wrapped up this past June, it was clear the exhibition continues to strike exactly the right note for all participants. Over 13,000 trade visitors attended the annual event, more than 52 percent of whom were from countries other than Singapore. Having grown into an all-encompassing event that includes computer graphics and animation, professional audio and cable and satellite, BroadcastAsia is the industry's preferred marketplace in Asia Pacific for both hardware and software.

The next BroadcastAsia is scheduled for June 2006 and will run concurrently with CommunicAsia, the region's leading ICT event. For the first time, BroadcastAsia will be totally set apart from CommunicAsia, housed in two brand new exhibition halls at the Singapore Expo.

With full trade support from Industry Canada, International Trade Canada and the Canadian High Commission in Singapore, companies exhibiting at BroadcastAsia 2006 can expect the best possible market exposure to the Asian marketplace. Exhibitor space is selling out quickly—companies should register sooner rather than later.

For more information, contact Esther Ho, Canadian High Commission in Singapore, tel.: (011-65) 6325-3275, e-mail: esther.ho@international.gc.ca. To book booth space, contact Derek Complin, Canadian Representative, UNILINK, tel.: (613) 549-0404, e-mail: dc@unilinkfairs.com. Web site: www.broadcast-asia.com.

ITC event report [from page 1]

Canada's positioning

The trade and investment mission was led by Margo Morin, Executive Director of Industry Canada's Business Development Office. During her meetings with key stakeholders, Ms. Morin took the opportunity to promote Canada's ICT industry in general and encourage a stronger bilateral commercial and science & technology relationship with Singapore.

"CommunicAsia 2005 more than met our expectations and we are already looking to return in 2006," says Canada West Telecom Group Director Louis Wu.

For more information, contact Esther Ho, Canadian High Commission in Singapore, tel.: (011-65) 6325-3275, e-mail: spore-td@international.gc.ca.

Carmanah *[continued]*

Carmanah's small, integrated solar marine lights on the Thames River and wondered if they could buy those small solar panels to power bus stop lights.

Carmanah had no transit lighting division and no sales force in the U.K., with the exception of a regional distributor for its marine products. Yet it was the first bidder to deliver a prototype and one of the few selected for field trials.

Four years later, Carmanah won the contract to provide solar lighting systems for 1,200 London bus stops. It is the first instalment in a five-year, $16-million plan that would give London the largest network of solar bus stops in the world.

Lessons Learned

Carmanah knew it was in the running for a potentially huge London contract and a whole new vertical market for its technology. But it had to endure a four-year selection process that CEO Art Aylesworth describes as "the most rigorous that Carmanah has ever experienced." Here's what the process taught the company about going after international markets.

Overcome the competitors' home-turf advantage: Carmanah came to the U.K. with a superior technology, but it was in a weak position as the outsider bidding against local companies. Carmanah used frequent visits and help from the Canadian High Commission to overcome the competitors' home turf advantage.

Establish a presence on the ground: With the first shipment of bus stops to London, Carmanah also sent an engineer to manage the project. It later opened a London office with a four-person team and a wealth of experience. With plans to build a U.K. manufacturing facility, Carmanah will be poised to leverage its London success for growth in the wider European market.

Engage the services of the Canadian High Commission: Early in the process, Carmanah contacted Canadian trade officers at the Commercial/Economic Division of the Canadian High Commission in London. Canadian trade officers helped in many ways: providing contacts for U.K. media; meeting company staff on their visits to London; promoting Carmanah to raise the company's profile in the British market; providing market research; liaising with potential U.K. customers; and offering facilities for meetings and receptions.

Register with the Canadian Trade Commissioner Service: As a business client of the Canadian Trade Commissioner Service, Carmanah received market research, communications support, access to newsletters and customized on-line news through the Virtual Trade Commissioner.

Be patient: The contract process took four years to complete, including a series of field trials. In November 2003, Carmanah's bus stop was "highly commended" in the BP Innovation Award category at the U.K. Bus Industry Awards. At that time a contract announcement seemed imminent, but came nearly a year later.

Make the international investment pay off in other ways: Carmanah turned every challenge into a strength and spun off its gains to other markets. By the time the London bus stop deal came through, Carmanah had established a new transit division. It had already launched its i-STOP™ and i-SHELTER™ products in North America. It had sold products to over 85 transit authorities. And it had a London base ready to tap the European market for all of its products, not just transit.

For more information, go to www.carmanah.com.

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Qualified leads delivered exclusively to Virtual Trade Commissioner users from our trade staff abroad, in collaboration with the International Business Opportunities Centre.

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Timely notice and details of trade events in Canada and abroad, including on-line information requests for trade missions and activities, that can help you develop your network of contacts and find business opportunities.

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Access to more than 750 current sectoral reports, briefs and profiles produced by International Trade Canada's Market Research Centre and our staff abroad.

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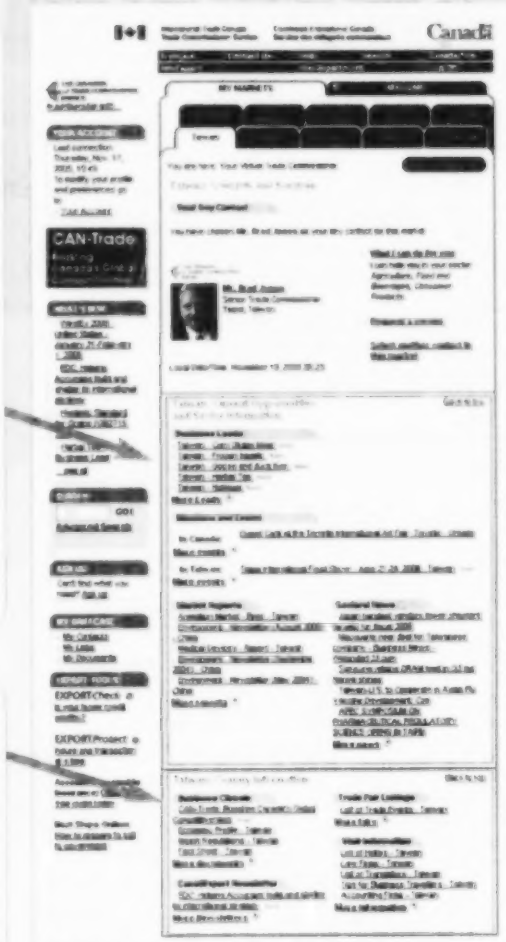
CanadExport

Our in-house trade publication provides trade news, business opportunities, success stories and trade show information for your markets of interest.



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EDC CCC

Discover the benefits of your Virtual Trade Commissioner. To register, visit:

www.infoexport.gc.ca

Set your targets on Germany's IWA & OutdoorClassics

Nürnberg, Germany, March 10-13, 2006 > The **IWA & OutdoorClassics** trade show is one of the top international events for hunting and sporting arms, outdoor gear and accessories. In 2005, IWA attracted close to 27,000 trade visitors and buyers, 60 percent of whom were from countries other than Germany.

In its 33rd year, IWA & OutdoorClassics 2006 is the industry's annual "get-together" and will feature such special events as the IWA International Knife Award and IWA New Product Centre. The successful Practical Workshop on Law Enforcement, which premiered the day before IWA & OutdoorClassics 2005, will be held once again in 2006.

Canadian companies seeking their share of this high-end international market are invited to join other Canadian exporters exhibiting at IWA 2006. To register your interest in participating, go to www.unilinkfairs.com/flyers/cirIWA06.pdf.

For more information, contact: Derek Complin, Canadian Representative, UNILINK, tel.: (613) 549-0404, fax: (613) 549-2528, Web site: www.unilinkfairs.com, or Frieda Saleh, Trade Commissioner, Canadian Consulate in Munich, tel.: (011-49-89) 21-99-57-0, fax: (011-49-89) 21-99-57-57, e-mail: frieda.saleh@international.gc.ca.

2006 Algiers International Fair

Algiers, Algeria, June 2-9, 2006 > In the wake of the highly successful Canadian participation at the last **Algiers International Fair** in June 2005, which was attended by more than 25 companies, the Canadian Embassy in Algeria is again planning to organize a Canadian pavilion at the 2006 Algiers International Fair. The aim is to bring together all Canadian products and services under one roof, thus maximizing the promotional impact and enhancing business opportunities for Canadian firms. The event will take place at the *Palais des expositions* in Algiers, and extensive participation by Canadian companies is expected. It is the largest trade show of the year in Algeria and attracted over 700,000 visitors in 2005.

For more information, contact the Canadian Embassy in Algeria, tel.: (011-213-21) 91-49-51, e-mail: alger-td@international.gc.ca.

Canada @ 3GSM

Barcelona, Spain, February 13-16, 2006 > The **3GSM World Congress** is the world's largest mobile telecommunications industry event and one of the most established, with a twenty-year history. Canadian companies are increasingly recognizing this as a major event, attended by the world's key players in the industry. Over thirty Canadian companies have indicated that they will either be exhibiting in or visiting the 3GSM World Congress, including an Ontario Exports group.

International Trade Canada's trade commissioners in Europe have regularly attended the show and noted the increasing Canadian participation. Given that there is no Canadian pavilion at 3GSM, trade commissioners in Finland, Germany, Sweden and the U.K. have developed a Web site (www.canada3gsm.com) to promote Canadian participants to mobile telecommunications industry contacts across Europe and beyond. The site provides profiles of all the exhibiting and attending companies.

Companies participating in 3GSM are invited to contact these trade commissioners to ensure that they are profiled and promoted to as wide an audience as possible before the show. If your company is part of the mobile telecommunications industry, the trade commissioners recommend that you take a closer look at the profile of the event and consider visiting the exhibition, if not the conference.

For more information, contact George Edwards, Trade Commissioner, Canadian High Commission in the U.K., tel.: (011-44-20) 7258-6680, e-mail: george.edwards@international.gc.ca, Web site: www.canada3gsm.com. 3GSM Congress Web site: www.3gsmworldcongress.com.

Opportunities for Canadian food suppliers

Detroit, Michigan > A proposed Canadian Supplier Day is scheduled to take place at Detroit's Lipari Foods, in mid-January 2006. In business since 1963, Lipari provides food distribution services to retail and food-service clients in Michigan, Ohio, Indiana, and portions of six other surrounding states. Lipari's sales are estimated to be in excess of US$125 million and it employs a sales force of over 100 to cover its territory. All orders are shipped from a warehouse located in Warren, a suburb of Detroit.

Lipari carries products in the following categories:

- meats, deli and seafood, including pizza and coffee programs, cheese and salad lines;
- baked goods, including frozen desserts, mixes and frozen doughs;
- "Old Tyme" deli, with a three-tier private label line;
- foodservice and retail, including groceries such as spices, sauces, dips, condiments, chips and snacks;
- packaging, including produce trays, takeout packaging, labels, bags, meat department supplies, aluminums pans and sanitary supplies; and
- confections and snacks, including candy, cookies and crackers.

For more information, contact Tom Quinn, Canadian Consulate General in Detroit, tel.: (313) 446-7024, e-mail: tom.quinn@international.gc.ca.

Atlanta IT company seeks strategic alliance

Atlanta, Georgia > Spunlogic, an award-winning interactive marketing and technology company based in Atlanta, is seeking strategic alliances with Canadian companies that are leaders in Internet and mobile marketing technologies. The company's expertise lies in on-line behaviour strategy, interactive design, Web development, e-mail marketing, on-line advertising and e-commerce applications. They work with a range of clients, including Anheuser Busch, Georgia Pacific, Intercontinental Hotels and Porsche.

For more information, contact Raghu Kakarala, COO, Spunlogic, tel.: (404) 969-3949, e-mail: raghu.kakarala@spunlogic.com, or Steve Flamm, Trade Commissioner, Canadian Consulate General in Atlanta, tel.: (404) 532-2018, e-mail: steve.flamm@international.gc.ca. Web site: www.spunlogic.com.

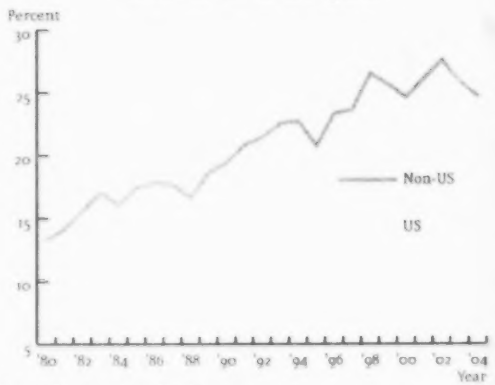
FACTS & FIGURES

For non-U.S. destinations, services make up an increasing portion of Canada's exports

For non-U.S. destinations, the relative importance of Canada's services exports has been increasing. In 1980, services accounted for 13.4% of Canada's total exports to non-U.S. destinations. By 2004, this had nearly doubled, to 24.8%. Overall, the services share of total exports to all countries increased, from 9.9% in 1980 to 12.8% in 1990, and has flattened out since then, remaining at around 12-13%. The total value of Canada's services exports has increased as well, rising seven-fold from $8.7 billion in 1980 to $61.8 billion in 2004. While the U.S. accounted for 85% of Canada's merchandise exports in 2004 though, it accounted for only 58% of Canada's services exports. When compared with goods, Canada's services exports are significantly more diversified, although the U.S. remains the primary destination for both.

Provided by the Trade and Economic Analysis Division (www.international.gc.ca/eet)

Canada's services exports as a share of total exports



Source: Statistics Canada

TRADE EVENTS

AGRICULTURE, FOOD AND BEVERAGES

Taipei, Taiwan
June 21-24, 2006
The Canadian Trade Office in Taipei will soon be recruiting agri-food companies for the Canada pavilion at the **Taipei International Food Show**. This is a great opportunity for small businesses seeking to enter the Taiwanese market.
Contact: Faye Wu, Agriculture and Agri-Food Canada, tel.: (604) 666-7798, e-mail: wuf@agr.gc.ca.
Web site: www.taipeitradeshows.com.tw/food

CONSUMER PRODUCTS

Düsseldorf, Germany
February 5-7, 2006
As a trendsetting show for the European market, **CPD** remains the largest international fashion trade event in Germany, and attracts over 40,000 visitors. The show has recently attracted several Canadian exhibitors.
Contact: Frieda Saleh, Trade Commissioner, Canadian Consulate in Munich, tel.: (011-49-89) 21-99-57-0, e-mail: frieda.saleh@international.gc.ca.
Web site: www.igedo.com

Frankfurt, Germany
February 10-14, 2006
Don't miss **Ambiente**, a massive giftware and household decorations fair that will bring together exhibitors from 90 countries. Canadian exporters of giftware and native products are well aware of this show's importance and have used it to enter the German market.
Contact: Frieda Saleh, Trade Commissioner, Canadian Consulate in Munich, tel.: (011-49-89) 21-99-57-0, e-mail: frieda.saleh@international.gc.ca.
Web site: www.ambiente.messefrankfurt.com

Munich, Germany
February 17-20, 2006
Inhorgenta Europe 2006 is one of the major jewellery events worldwide, with a reputation for high quality and excellence. It regularly attracts close to 30,000 buyers from 70 countries, and offers good potential for Canadian jewellery manufacturers.
Contact: Frieda Saleh, Trade Commissioner, Canadian Consulate in Munich, tel.: (011-49-89) 21-99-57-0, e-mail: frieda.saleh@international.gc.ca.
Web site: www.inhorgenta.com

Cologne, Germany
March 5-8, 2006
Attend **PRACTICAL WORLD**, Europe's leading trade event in the hardware sub-sector. The last edition welcomed 74,000 trade visitors. Product ranges include tools, security locks and fittings, building and furniture fittings, and home improvement.
Contact: Frieda Saleh, Trade Commissioner, Canadian Consulate in Munich, tel.: (011-49-89) 21-99-57-0, e-mail: frieda.saleh@international.gc.ca.
Web site: www.practicalworld.de

Frankfurt, Germany
March 9-12, 2006
The international fur industry gathers every year at **Fur & Fashion**, a significant ordering show and a venue for the key players in the industry to get together to exchange views and ideas about new innovative processing techniques.
Contact: Frieda Saleh, Trade Commissioner, Canadian Consulate in Munich, tel.: (011-49-89) 21-99-57-0, e-mail: frieda.saleh@international.gc.ca.
Web site: www.fur-fashion.de

GEO-INFORMATION

Kuwait
February 13-15, 2006
The **Kuwait International GIS Conference and Exhibition** aims to generate support for GIS by targeting officials and executives. The conference will address issues such as inter-operability & open architectures, geospatial standards, open GIS specification and spatial data infrastructure.
Contact: Ibtissam Hajj, Trade Commissioner, Canadian Embassy in Kuwait, tel.: (011-965) 256-3025, e-mail: ibtissam.hajj@international.gc.ca.
Web site: www.gulfgis.com

ICT

Jakarta, Indonesia
March 14-16, 2006
As Indonesia's premier wireless technologies event, **Indo Wireless 2006** will feature broadband communications, wireless and satellite technology, network solutions, multimedia, security and smart cards.
Contact: Harkiran Rajasansi, Trade Commissioner, Canadian Embassy in Indonesia, tel.: (011-62-21) 2550-7800, e-mail: harkiran.rajasansi@international.gc.ca.
Web site: www.indo-wireless.com

OIL & GAS

Port of Spain, Trinidad and Tobago
February 6-7, 2006
The theme for the 2006 **Trinidad and Tobago Petroleum Conference** will be "Harnessing the New Gas Economy". Increasing demand for natural gas has led to a thriving gas-based economy in Trinidad and Tobago.
Contact: Dexter Bishop, Trade Commissioner, Canadian High Commission in Trinidad and Tobago, tel.: (868) 822-5230, e-mail: dexter.bishop@international.gc.ca.

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